

## **WHAT IS CLAIMED IS:**

1. An electrical neon display device that allows for the interchangeability of the material being displayed, said device comprising:

- (a) an alternating current power track;
- (b) at least one neon track head that is semi-permanently electrically connected to said track and housing a transformer for converting alternating current to direct current;
- (c) at least one display member that is electrically associated with said at least one track head

2. An electrical neon display device as described in claim 1, wherein said device includes a plurality of individual display members.

3. An electrical neon display device as described in claim 2, wherein said display member includes a neon tube shaped in the configuration of a desired letter or design to be displayed by said device.

4. An electrical neon display device as described in claim 3, wherein said track head has one of a female electrical connector and a male electrical connector and said display member has an electrical connecting member opposite to that of the track head.

5. An electrical neon display device as described in claim 4, wherein said track head and said display member have coacting connecting means that are utilized to semi-permanently connect said track head and display member together.

6. An electrical neon display device as described in claim 5, wherein said connecting means further includes a latch member that is semi-permanently associated with said track head and said display member.

7. An electrical neon display device as described in claim 1, wherein said track head and display member are associated in a fixed relationship with one another to form a unitary member.

8. An electrical neon display device as described in claim 1, wherein said device further includes an extension member that is disposed between said track head and said display member.

9. An electrical neon display device as described in claim 8, wherein said extension member has a flexible body portion to allow for the movement of said display member with respect to said power track.

10. An electrical neon display device as described in claim 9, wherein said extension member allows the display member to be pivoted at least ninety degrees with respect to said power track.

11. An electrical neon display device as described in claim 10, wherein said extension member is attached to said track head in a fixed relationship and said display member is semi-permanently attached to said extension member.

12. An electrical neon display device as described in claim 10, wherein said extension member is semi-permanently attached to said track head and said display member is attached to said extension member in a fixed relationship.

13. An electrical neon display device as described in claim 10, wherein said extension member is attached to said power track in a fixed relationship and said display member is attached to said extension arm in a fixed relationship.